

Message Text

UNCLASSIFIED

PAGE 01 MADRID 05389 041624Z

44

ACTION EUR-12

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R 041418Z AUG 75
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 2634
INFO USDOC WASHDC
AMCONSUL BARCELONA
AMCONSUL BILBAO

UNCLAS MADRID 5389

E.O. 11652: N/A
TAGS: BEXP SP
SUBJ: PROPOSED CATALOG SHOW ON PROCESS CONTROLS FOR FY 76

REF : STATE 172269

1. "INSTRUMENTALIA" IS MOST APPROPRIATE SHOW IN SPAIN FOR
PROCESS CONTROLS AS WELL AS LABORATORY INSTRUMENTS. FY
76 CCP, CAMPAIGN TWO, ALREADY INCLUDES DEVELOPING PRODUCT
THEME FOR PROMOTION AT "INSTRUMENTALIA" IN 1976. FY 77
ADVANCE CCP RECOMMENDS TYPE IV SHOW AT "INSTRUMENTALIA"
76 TO PROMOTE BOTH PROCESS CONTROL INSTRUMENTATION AND
LABORATORY INSTRUMENTS. IN VIEW OF FORTUITOUS
OPPORTUNITY TO PROMOTE TWO TARGET INDUSTRY PRODUCT GROUPS
FOR THE PRICE OF ONE SHOW, AS WELL AS COMPOSITION OF OVERALL
EXHIBITION AND TYPE OF VISITORS EXPECTED,
EMBASSY STRONGLY URGES TYPE IV SHOW AS FAR BETTER
PROMOTIONAL VEHICLE AT "INSTRUMENTALIA" IN 1976.
CATALOG SHOW WOULD ONLY BE WEAK, "HALF-A-CAKE-BETTER-
THAN-NONE" ALTERNATIVE.

2. NEXT EDITION "INSTRUMENTALIA" AFTER FALL 76 WILL BE
FALL 1978.
STABLER

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NNN

Message Attributes

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Disposition Event:
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Margaret P. Grafeld
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